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(71) Applicant: **AT & T Corp.**  
**32 Avenue of the Americas**  
**New York, NY 10013-2412 (US)**

(72) Inventor: **Blahut, Donald Edgar**  
**9 Stevens Drive**  
**Holmdel, New Jersey 07733 (US)**  
Inventor: **Story, Guy Ashley**  
**151 Spring Street**  
**New York, New York 10012 (US)**  
Inventor: **Schell, William Martin**  
**910 Johnston Drive**  
**Watchung, New Jersey 07060 (US)**  
Inventor: **Szurkowski, Edward Stanley**  
**9 Collinwood Road**  
**Maplewood, New Jersey 07040 (US)**

(74) Representative: **Johnston, Kenneth Graham & Co.**  
**AT&T (UK) Ltd.**  
**5 Mornington Road**  
**Woodford Green Essex, IG8 OTU (GB)**

(54) **Sending of and billing for interactive shows based upon advertising activity.**

(57) Described is a technique for an interactive television ("ITV") system wherein viewers are allowed to select a desired level of advertisements with which they are provided. The technique comprises transmitting to a interactive services subscriber location a program and a set of advertisements (collectively referred to as a "show"). The set of advertisements is selected based upon an input from a user associated with the interactive services subscriber location. The input comprises an indicator of an amount of advertisements in the set of advertisements. Another feature of the ITV system described is that it allows for adjusting an amount of a bill of a subscriber to interactive television services based upon the amount of advertisements viewed in a show.